

ABSTRACT OF THE DISCLOSURE

A new, readily manufactured display tray having at least 5 sides, and preferably at least 8 sides, a blank therefor and processes for making and erecting the blank. The tray of the invention enjoys the sometime reported benefits of trays having numerous corners yet is more readily manufactured than the typical 8-sided cases disclosed in the prior art. In addition, the tray of the invention requires less corrugated board or other packaging material than the typical prior art 8-sided case.